



CASE STUDY

B2B APPOINTMENT SCHEDULING

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CASE STUDY

How a mid-sized organization, a provider of quality Machine Learning, Data Science and Computer Vision solutions succeeded in acquiring new customers over a period of **SIX months** with B2B Appointment Scheduling

SAELOO

DRIVE REVENUE | BUILD DIGITAL PRODUCTS

Saeloo is a result of more than a decade of experience in Sales & Business development for businesses ranging from Start-ups, Small to Mid-size businesses, to larger enterprises including some of the largest IT & ITES providers globally.

We work as an extended sales team with our customers to achieve their Sales goals, increase revenue/ROI by helping them penetrate specific target accounts (including Fortune 500–1000 firms) across different industries globally.

CLIENT



The Client is a Mid-Size company and a provider of A.I solutions of high accuracy and optimal precision to the Medical, Agriculture, Petroleum and Aerospace Industry.

CHALLENGE

Client had been struggling to acquire new customers and reached out to us to devise a roadmap in getting quality appointments with potential opportunities in their area of expertise and generate quality "Qualified Leads" for their team

Three Primary Goals

1

Set high potential appointments with business executives at an acceptable cost per appointment

2

Qualified Leads

3

Focused Nurture Campaigns

PROJECT SCOPE

Target Title: CXO, VP/Director IT or Engineering

Geography: United States & Canada

30 minute Telephonic or 60 minute In-Person Appointment

REQUIREMENT

**50
Qualified
Leads**

DURATION

**120 Days Lead Churn
+
60 days Nurture**

TEAM

**Client Success Manager
Business Dev resource
Quality Manager
Research Analyst**

SOLUTION

"The Polite, Persistent & Smart Strategy"



Phase 1 (15 days)

Intelligence gathering focused on client requirements

- Target **Geography**
- Target **Industry**
- Target **Persona** (CXO, VP, Director etc)
- Target **Account** Revenue Range
- **Number** of appointments required per month
- **Training sessions** with business and technical teams to understand the product/services
- **Database** Building, **Account** intelligence and mapping
- Preparation of **elevator pitch** and **Appointment Qualifying Questions**
- Allocation of a "**suitable**" **Trained Resource**
- **Email account creation** for the resource and communication channel setup
- Finalize the schedule of **Bi-weekly governance calls** on calendar

Phase 2 (15 days)

"The Grind"

The team began to churn the database, reaching out to prospects using email, phone and other relevant social media platforms as per prospecting done in Phase 1.

Outcome

- Generation of Follow ups
- Appointment Scheduling Initiated

"A detailed **Meeting and Research document** was shared with the client with every appointment"



Phase 3 (90 days)



GOVERNANCE

Bi-weekly Meetings
Progress Tracking
Adjustments in scripting
Campaign Reports
Challenges discussion
Upcoming follow up
and other strategies

"GRIND" CONTINUES

The emails, calls and other forms of communication with the prospect remain polite and persistent. While the database is churning, 2-4 qualified appointments are lining up every week



MEETINGS GALORE

Telephonic to In-person appointment ratio is 70-30 percent.

Feedback cycles with the client for improvements and challenges

NURTURE GAME

A healthy pipeline is built over 120 days of polite and persistent outreach.

Potential leads are moved to the Nurture Phase. The client also adds additional leads from their pool because of the quality received



Phase 4 (60 Days)

NURTURE CAMPAIGN

Disqualified **suspect leads** before initiating this campaign

Covered more ground in a **one-on-one engagement** with prospects via phone conversation

Re-engaged with potential misses from Phase 3 and converted 6 of them

The focus was more on **In-person meetings** (60%)

TWO BIG DEALS CLOSED IN THIS PHASE

Competitive intelligence gained here to be used in the future campaigns



DELIVERED

- 54 Qualified leads
- Top Notch Sales Intelligence Reports provided to the client with every appointment
- 2 Big deals closed in the Nurture Phase
- ZERO "No show" for the all the appointments set by the Saeloo Team
- 16 Plus Future interest prospects

CUSTOMER QUOTE



The Saeloo team consistently delivered qualified appointments for our team. They were high quality and the team was always open to collaborating on how to make the program better. Just love their Polite, Persistent & Smart approach for B2B Appointment Scheduling.

RESULTS



Client more focused on
closing the deals



High ROI realization



Solid pipeline of potential
business opportunities

WHAT SETS US APART

We provide the Best Bang for your Buck

1

Billable "Qualified" Meeting
Model Only

2

Technically Equipped Expert
Resources

3

Quality Leads & Transparency

HOW WE CAN HELP

B2B APPOINTMENT SCHEDULING

Detailed Account
Mapping

Lead Nurturing

ABM Focused
Appointments

Hunting &
Farming Accounts

Intelligent
Research Report
Building

CONTACT

Thank you for reading our case study!

If you want to reach out or get help with your lead generation initiatives, feel free to send us an email at bikram_b@saeloo.com

